

Ashley Glover

Product Designer, World Traveler

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Virginia Commonwealth University

M.S. Business/Branding
Experience Design
May 2018

East Carolina University

B.S. Broadcast Journalism
May 2010

SKILLS

Ideation
Concepting
Sprint Facilitator
User Research
Contextual Inquiry
Usability Testing
Product Strategy
Brand Identity
Sketching
Wireframing
Storyboarding
Diversity Trainer
Visual Design
Visual Editing
Iterative Prototyping
Information Architecture

TOOLS

Sketch
Invision
Illustrator
Photoshop
Final Cut
Premiere Pro
Principle
Cinema 4D
Keynote

Try My Fab - Freelance UX Design Lead

June 2018-Present | Remote

- Acting as subject matter expert for user insights and user experience best practices.
- Organize and facilitate design thinking workshops to align business vision with specific experience strategies and tactics.
- Designed new onboarding experience for desktop and IOS mobile platforms.
- Ensure consistency across web and mobile products, by helping to build and refine our design system.

Aartrijk Insurance - Freelance UX/UI Designer

Fall 2017- Spring 2018 | Richmond, VA

- Worked as an independent consultant with B2B insurance clients throughout the state of Virginia.
- Consulted with Aartrijk clients to review current web platforms and provide design solutions to create more user friendly interfaces.
- Solved business challenges and user needs through information architecture, interaction design and visual design.

360i - UX Junior Associate

Summer 2017 | New York, NY

- Worked as a member of UX team to restructure an on-boarding learning platform.
- Co-created new interaction model, information architecture, brand identity and visual design system for an external client.
- Conducted usability tests, heuristic evaluations and benchmarking analyses on websites and products.

Virginia Commonwealth University - Assistant Hall Director

Fall 2016- Spring 2017 | Richmond, VA

- Led a team of 22 paraprofessionals and responded to the needs of 800 plus residents.
- Developed and designed solutions based on student needs and concerns.
- Created web-based tools to improve communication and shared decision making between hall council and students.

University of Washington - Resident Director

Summer 2015- Summer 2016 | Seattle, WA

- Supervised a team of 6 paraprofessionals to build an inclusive service design system that scaled across a 400 plus residential community.
- Used community data to create solutions that existed in both the digital and physical realms.
- Contribute to and participate in weekly stand-ups, research studies.

Ask Me About That Time When...

I won 14 online contests.

I battled my Google Home and Alexa to see which AI was better.

Traveled to Qatar and had the opportunity to sit in an all male mosque and hear call to prayer.

Wrote two musicals and one monologue in undergrad because I love musicals and plays so much.